# MIDNIGHT SPECIAL

# INTERNATIONAL PRINT GUIDELINES

DATE: VER: UPDATE:

13 Nov 1 Overview of Campaign Art

# **USAGE GUIDELINES**

Title Treatment, Font & Billing Block (p. 3)

#### One Sheets (p. 4)

Main 1sht Available on MARS by November 23
Main Quad Available on MARS by November 20

# TITLE TREATMENT

# MIDNIGHT SPECIAL

#### **FONT**

## **BILLING BLOCK**

We are pending final approval on the Billing Block.

# <u>MAIN</u>

#### 1 Sht

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ON	LINE DEBUT:
Wk	of November 13
AVA	AILABLE ON MARS:
By I	November 20
NO	TES:

## Quad 1 Sht

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FPO FPC					
FPO FPO	FPO	MIDN	IGHT	SPE	CIAL
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FPO FPO					
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FPO FPO	FPO	FPO	FPO	FPO	FPO
FPO FPO	FPO	FPO	FOMI	PPO	FPO

#### ONLINE DEBUT:

N/A
AVAILABLE ON MARS:
November 23
NOTES:
If used in outdoor, the
outdoor Billing Block mus
be used at 35%